

## CLAIMS

### WE CLAIM:

1. A program on a computer of a user for initiating a process, where the computer is connected to a computer network, the process comprising:
  - generating a search box;
  - receiving an entry word in the search box;
  - 5 interpreting the entry word to arrive at a key word;
  - determining a pre-established association between the key word and an item on the computer network; and
  - providing the item to the computer of the user.
2. A program as claimed in claim 1 wherein:
  - the computer network is the Internet, and
  - the item is a link to a specific page of a vendor.
3. A program as claimed in claim 2 wherein the program launches an Internet browser to provide the item to the user.
4. A program as claimed in claim 2 wherein the search box is generated on a web site of the vendor.
5. A program as claimed in claim 3 or 4 further comprising the step of interpreting the entry word when determining the pre-established association.

6. A program as claimed in claim 5 wherein the step of interpreting the entry word includes searching for a synonym of the entry word ("synonym analysis").
7. A program as claimed in claim 5 wherein the step of interpreting the entry word includes changing the spacing between characters of the entry word ("space analysis").
8. A program as claimed in claim 5 wherein an entry word may be expressed as a slang term and the step of interpreting the entry word includes analysis translating a slang entry word into a standard language term ("slang analysis").
9. A program as claimed in claim 5 wherein different entry words may have the same meaning and such entry words result in the same item being provided to the computer of the user (continuity analysis").
10. A program as claimed in claim 5 further comprising the step of making a determination of what items are ultimately chosen by users that have entered a particular entry word and wherein the pre-established association is adjusted according to the determination ("trend analysis").

11. A program as claimed in claim 5 wherein the process includes at least two of the following processes: synonym analysis; space analysis; slang analysis; continuity analysis; and trend analysis.

12. A method for a computer interconnected to a computer network to locate, over the computer network, an item that has been requested by a user of a computer comprising:

receiving an entry word;

5 associating the entry word with a key word from a diverse family of key words;

determining a pre-established association between the key word and an item on the computer network; and

providing the item to the computer of the user.

13. A method as claimed in claim 12 wherein:

the computer network is the Internet, and

the item is a link to a specific page of a vendor.

14. A method as claimed in claim 13 wherein the program resides on the computer of the user and the program launches an Internet browser to provide the item to the user.

15. A method as claimed in claim 13 wherein the search box is generated on a web site of the vendor.
16. A method as claimed in claim 14 or 15 further comprising the step of interpreting the entry word when determining the pre-established association.
17. A method as claimed in claim 16 wherein the step of interpreting the entry word includes searching for a synonym of the entry ("synonym analysis").
18. A method as claimed in claim 16 wherein the step of interpreting the entry word includes changing the spacing between characters of the entry word ("space analysis").
19. A method as claimed in claim 16 wherein an entry word may be expressed as a slang term and the step of interpreting the entry word includes analysis translating a slang entry word into a standard language term ("slang analysis").
20. A method as claimed in claim 16 wherein different entry words may have the same meaning and such entry words result in the same item being provided to the computer of the user ("continuity analysis").
21. A method as claimed in claim 16 further comprising the step of making a determination of what items are ultimately chosen by users that have entered a

particular entry word and wherein the pre-established association is adjusted according to the determination (trend analysis").

22. A method as claimed in claim 16 wherein the process includes at least two of the following processes: synonym analysis; space analysis; slang analysis; continuity analysis; and trend analysis.
23. A computer program for displaying an item requested by a user of a computer, the program causing a computer system to implement the method of claims 12, 13, 14 or 15.
24. A series of instructions on a computer-readable storage medium, the instructions enabling a computer system to implement the method of claims 12, 13, 14 or 15.